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Author:
National Assoc. of Manufacturers (U.S.)
Title:
An export order, with a description of an...
Place:
New York
Date:
[1917]

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National association of manufacturers of the United States of America. Foreign trade department.

An export order, with a description of an effective agency for promoting the foreign trade of American manufacturers. (2d ed.) New York, Foreign trade dept., National assoc. of manufacturers [1917?]

48 p. incl. plates, fold. map, facsim., forms. 24 cm.

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THE FOREIGN TRADE CLUB

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An Export Order and Allied Topics

THE FOREIGN TRADE CLUB

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An Export Order

With a Description of an Effective Agency for Promoting the Foreign Trade of American Manufacturers

(SECOND EDITION)

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EXPLANATION

MANUFACTURERS may extend their markets to many countries with little more trouble than is found in opening up new markets at home, if their goods are suitable for the markets approached and satisfactory methods are employed.

In handling foreign orders certain documents not used in domestic business are required. The purpose of this booklet is to visualize through a series of letters, documents and forms the successive steps involved in the handling of a typical export transaction, from the time inquiry is received from a prospective customer until payment for the goods is obtained. An intelligent clerk who applies himself to the work will soon master the details and routine required in shipments to foreign countries.

In the second section of the booklet are shown forms often used in connection with export shipments, and also tables containing information of interest to exporters.

The third section is a description of the work of the Foreign Trade Department of the National Association of Manufacturers.

This booklet is intended as a guide for business men, students, clerks and others desirous of acquainting themselves with the routine of foreign shipments.

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THE TRANSACTION

THE transaction outlined in the following pages is a shipment of paints and varnishes from a manufacturer in the United States to a dealer in Uruguay. Payment for the goods is made ninety days after acceptance of draft by the buyer.

In this transaction the manufacturer looks after shipping arrangements, but shippers generally prefer to entrust their shipments to established forwarding agents who attend to all shipping details.

All correspondence, orders and invoices between manufacturer and buyer should be written or printed in Spanish, the buyer being located in a Spanish speaking country, but for convenience the various documents and forms are shown here in English.

The routine of the order through the various departments of the factory is not outlined, as this would not be of special interest.

The names of shipper and buyer are fictitious, as are the other names and details of the transaction.

Although there are some modifications in a few of the forms when shipments are made to other countries or when other classes of goods are involved, the steps outlined are substantially the same for all export shipments on credit.

Teléfono. Montevideo 000 — Dirección Telegráfica. "Fedegomez" — Clave: A.B.C. 5 Edición

FEDERICO GOMEZ & CIA,

TODA CLASE DE

Ferreteria, Pinturas y Materiales Para Construcciones,

CALLE SARANDI 448,

MONTEVIDEO Jan. 4, 1917.

Namuea Paint & Varnish Manufacturing Co.,
New York, N. Y., U. S. A.

Gentlemen:

Kindly favor us with a copy of your catalogue or other advertising literature describing your prepared paints. If you also manufacture enamels, we would like to receive your catalogue covering these goods.

Please forward also your price-list and best discounts for dealers.

Yours truly,
FEDERICO GOMEZ & CIA.

FG/ES.

LETTER OF INQUIRY

NAMUSA PAINT AND VARNISH MANUFACTURING COMPANY

MAKERS OF

PAINTS, VARNISHES AND ENAMELS

FOR ALL PURPOSES

CABLE ADDRESS: "NAMUSA"

CODES: WESTERN UNION, LIEBER, A.B.C. 5TH EDITION

FOREIGN DEPARTMENT
30 CHURCH STREET
NEW YORK CITY

FACTORY AT BOSTON, MASS.
BRANCHES: NEW YORK, CHICAGO, SAN FRANCISCO

Jan. 24, 1917.

Messrs. Federico Gomez & Cia.,
Calle Sarandi 448,
Montevideo, Uruguay.

Gentlemen:

Your favor of the 4th inst. has just been received, and in compliance with your request we are very pleased to forward under separate cover a set of our literature in English showing in detail the various products we make, as well as copies of Spanish literature illustrating and describing those products most popular in Latin-American countries.

We note that you are particularly interested in prepared paints, and we are pleased to inform you that we have been engaged in the manufacture of prepared paints for a period of twenty-five years, our products being considered among the best made in the United States. They are composed exclusively of the best and purest materials and have stood the tests of discriminating users both here and abroad for many years. We feel justified in saying that "Namusa" represents in paints the best that knowledge and experience have succeeded in devising.

Your attention is also called to our wagon paints which, being extremely durable and having a large covering capacity, are very economical. We also make marine paints, gold paints, shingle stains, floor wax and other products which no doubt can be handled profitably in connection with your general line of paints and building materials.

Our "Asuman" enamels have found an unusually favorable demand in this country and would be highly suitable for Uruguay. They are made of the finest products, by the best machinery and workmanship, and are durable, economical and produce an excellent finish.

Our varnishes have proved very popular in foreign countries, particularly in Latin-America, where we have been constantly shipping large quantities. They are the results of long experiment and constant improvement, entailing an enormous expense. They are durable, have an excellent finish, and although slightly higher in price than others, are more economical in the end.

We are enclosing herewith price-list in Spanish which applies to our various products as enumerated in the literature we have forwarded. All prices are in United States gold dollars, f.o.b. steamer New York. On the list prices given we quote you our regular dealers' discount for export of 30 and 10, and 2 1/2 per cent for cash. Our terms to responsible

MANUFACTURER'S REPLY

In corresponding with a prospective customer in a foreign market it should be borne in mind that from ten days' to three or more months' time is required for a reply. It is, therefore, desirable that all the necessary information be furnished to enable the inquirer to place an order at once, if he so decides. Letters should be concise, yet complete.

Courtesy should be evident throughout the letter. The personal signature of the export manager or other person in charge of export transactions should be attached to every letter going abroad.

Wherever practicable, samples should be forwarded to enable the prospective

Messrs. Federico Gomez & Cia., Montevideo, Uruguay. -2-

firms are 90 days' sight draft, and we are even disposed to allow in your first order the 2 1/2 per cent discount on payment against delivery of documents at Montevideo. Moreover if you are successful in selling over $3000 worth of our products during the coming year, we will be glad to allow you at the end of the year a bonus of five per cent on this excess. It will interest you to know that several of our good customers in Latin-American countries are receiving this bonus and we have no doubt that you also can meet with equal success.

Although no higher in price than other paints, our products are actually cheaper as an equal amount of our paint will cover a greater surface and do this more effectively than cheaper paints. Our paints are put up in pints, quarts, half gallons, gallons, five gallons, half barrels and barrels.

We are pleased to advise that we have built up quite an extensive foreign trade in our products and have been selling considerable quantities in various parts of Europe, Australia and Latin-American countries, particularly Argentina and Cuba. We have also been making shipments to firms throughout Latin-America through the New York export houses. We maintain a special Export Department to look after the wants of our foreign friends in a most prompt, efficient and satisfactory manner. Our plant is a modern one in every respect, and in view of our unsurpassed facilities we are able to offer exceptional values. We employ a staff of chemists who have spent years in perfecting our products. Information regarding our house may be obtained from the International Commercial Bank of your city.

We trust that you will see your way clear to favor us with a trial order for some of those products indicated in our Spanish catalogue and which have met with such favor in Latin-America. With this order we shall also send you a liberal supply of advertising matter in Spanish and shall be glad to co-operate with you in every other possible way.

We thank you very kindly for your inquiry and awaiting with interest your good advices, we beg to remain,

Very truly yours,

NAMUSA PAINT & VARNISH MANUFACTURING CO.

Wm C Jones
Manager Export Dept.

WCJ/ES.

customer to gauge the quality and value of the goods; in the present transaction color cards are sufficient.

Popularity of shipper's goods in nearby countries, special facilities for handling foreign shipments, and similar details are impressive and should be mentioned.

It is just as essential for the manufacturer to furnish the prospective customer with bank references or other information regarding the manufacturer's integrity, as it is for the foreign inquirer to furnish information as to his responsibility for payment.

All letters should be written in the language used by the firm addressed. Translations should always be made by experts.

National Manufacturers Company
30 Church Street, New York, N. Y.
CREDITS BUREAU
(Maintained for the National Association of Manufacturers)

CONFIDENTIAL:

This report is furnished for the exclusive use of the firm to whom it is given, and upon the understanding and agreement that the information will not be conveyed to any third party, and that the source of this report will not be disclosed.

This information is obtained from reliable sources, but is given without guarantee or responsibility.

Federico Gomez & Hijos,
Sarandi 448,
Montevideo, Uruguay.

Our Correspondent Writes:

Montevideo, Feb. 25, 1917. - This is a firm of general hardware importers and dealers. The business was startsd on a small scale by Federico Gomez in 1885 and after his death in 1910 it was continued under the present style by his two sons, Jose and Manuel, 30 and 35 years old respectively, both married. A statement issued by them several months ago showed total assets of $120,000 against liabilities of $50,000, and at the present time the capital invsted in the business amounts to about $75,000. They also own real estate representing an investment of about $40,000, and besides his interest in this business Manuel Gomez is a silent partner in the local firm of A. J. Garcia & Cia., S. en C., manufacturers of tiles. Their total means are estimated at about $150,000. They carry merchandise valued at about $100,000 and have an annual turnover estimated at $200,000 to $250,000. They occupy a large and attractive store located in one of the most prominent parts of the city and are one of the leading firms in their line here. They import most of their requirements from the United States, England and France. Both brothers are energetic and active men who understand this business and devote all their time to it. They have always been prompt in the payment of their engagements and enjoy an excellent commercial reputation. They are in good credit standing and are looked upon as a desirable business connection. They bank with the Banco de la Nacion.

Namusa Paint & Varnish Mfg. Co., New York City. March 20, 1917.

NOTE.—The credit man should discriminate between statements of firms, opinions of their own references, and the reports of banks and independent investigators, as indicated by introductory remarks to paragraphs.

If the reports on this sheet do not contain the information sought or any further explanation of terms is necessary, make your wishes known at once to the Credits Bureau.

CREDIT REPORT

REPORTS on foreign firms are not generally as detailed as those furnished by commercial agencies on firms in the United States. However, it is safe to say that accurate information is obtainable on houses in practically every part of the world.

In analyzing a credit report, political, economic and other conditions prevailing in the country of the customer should always be taken into account.

Most foreign firms who are direct importers are able to, and do, furnish references in the United States or Europe. As a rule not much importance can be attached to local references other than banks.

FEDERICO GOMEZ & CIA.
CALLE SARANDI 448,
MONTEVIDEO, URUGUAY.

EXPORT ORDER No. 216

Item No.	Code Word	Quantity	Quantity Unit	Catalog No.	Description	Unit Price	Total	Net Price	Total
1	Sanor	24	one gal tins	146	Prepared paint - red	3.25	78.00	2.04½	49.10
2	Batron	18	one gal tins	148	Prepared paint - green	3.25	58.50	2.04½	36.86
3	Sagar	18	one gal tins	152	Prepared paint - yellow	3.25	58.50	2.04½	36.85
4	Emara	200	½ gal tins	215	"Ameman" enamel	.75	150.00	.67½	94.50
5	Vartian	48	½ gal tins	154	Varnish - mahogany stain	1.00	48.00	.63	30.24
							Grand Total		247.50

Marks: F G Cia. MONTEVIDEO

Terms: 90 days' S/D Documents-vs. Acc.

Date: 30 and 10

F. O. B. Port: Steamer New York

Packing: Strong casing as per catalogue

Insurance: Marine and war risk

Route: Best available

Date Wanted: On or before May 20, 1917

Refer also to Jones Bros & Co., Philadelphia, Pa.

Instructions: Enter order and net prices and consignment.

ORDER

To avoid correspondence due to incomplete information furnished by the customers regarding their Order, it is extremely advisable to encourage the use of a suitable form which will supply the essential details required by the manufacturer. It is assumed for our purposes that the customer has already been supplied with copies of the shipper's Order form on which his name has been printed.

Particular attention is directed to the column calling for the code word for each item of the Order, another code word being used for the whole Order. A suitable space is also provided for names of references.

Of course, once relations have been established it will not be necessary for the customer to repeat all of these details in each Order.

The style of form employed here can be used with suitable modifications in numerous lines.

New York, March 27, 1917

To Messrs. John Doe & Co.,
Philadelphia, Pa.

Gentlemen:

Will you kindly favor us by giving below your experience with

Name Federico Gomez & Cia.,

Address Sarandi 448, MONTEVIDEO, URUGUAY.

Yours truly,

NAMUSA PAINT & VARNISH MANUFACTURING COMPANY

1. How long sold? 5 years
   Ever declined? If so, when and why? No
2. Terms of Sale
   ___ Open Account payable ___ days from
   ✓ Draft at 90 days { sight / date } to bank for collection, documents against acceptance.
   ___ Draft at ___ days { sight / date } to bank for collection, documents against payment.
   ___ Cash immediately upon receipt of documents sent directly to customer.
   ___ Cash against documents under a confirmed letter of credit.
   ___ Voluntary remittance with order
   ___ Sell for cash in advance only, reason
   ___ Account Guaranteed. How?
3. Highest Credit $2,200.
4. Date and Amount of latest dealing Feb. 14, 1917 — $1,650.
5. Amount Owing? $1,650. Past due
6. Credit Limit, if any? —
7. Manner of Payment
   ___ Discounts or anticipates due dates of drafts?
   ✓ Prompt
   ___ Slow but considered good
   ___ Account closed because
   ___ Account collected by attorney
8. Inclined to be technical or make unjustified claims No
9. Names of others who have inquired recently:
10. Remarks:
    We consider them an excellent account.

Would be glad to give you our experience if you desire, on receipt of this sheet, or reciprocate in any way within our power.

REFERENCE INQUIRY

THIS Inquiry form is used by manufacturers when asking of references or of other manufacturers their experiences with foreign firms. A careful analysis of the form will show that it calls for all the essential information required regarding an account.

Its use is advocated because many manufacturers and other houses when merely asked for a general opinion regarding a customer's reliability and responsibility, sometimes furnish information which although in itself accurate is unintentionally misleading.

This form was prepared by the Export Managers Club of New York in conjunction with the National Association of Credit Men.

NAMUSA PAINT AND VARNISH MANUFACTURING COMPANY
MAKERS OF
PAINTS, VARNISHES AND ENAMELS
FOR ALL PURPOSES

CABLE ADDRESS "NAMUSA"
CODES: WESTERN UNION, LIEBER, A. B. C. 5TH EDITION

FOREIGN DEPARTMENT
30 CHURCH STREET
NEW YORK CITY

FACTORY AT BOSTON, MASS.
BRANCHES: NEW YORK, CHICAGO, SAN FRANCISCO

March 28, 1917.

Messrs. Federico Gomez & Cia.,
Calle Sarandi 448,
Montevideo, Uruguay.

Gentlemen:

We are very pleased to acknowledge receipt of your order No. 216, dated March 2, 1917, which will have our prompt and careful attention. We shall use every care to see that your instructions are carried out in detail.

We appreciate this opportunity of serving you and trust that the goods will meet with your entire approval so that we may merit your future orders.

Very truly yours,

NAMUSA PAINT & VARNISH MANUFACTURING CO.

Wm C. Jones

Manager Export Dept.

WCJ/ES.

ACKNOWLEDGMENT OF ORDER

ALTHOUGH the form of acknowledgment of orders may be identical, it is best to have individually typewritten rather than printed form letters for this purpose.

An individual letter gives a personal touch and often tends to assure the customer that his order will receive prompt attention.

THE SHIPMENT

ONE of the cases of the Shipment is shown here. On each case are printed among other things the name of the shipper, consignee's shipping mark and the serial number of the case. Only those marks which are absolutely necessary, and wording which would be understood in the country of destination, should appear.

Send Bills of Lading to our office immediately on receiving the receipt from dock

No single package valued over $100 unless noted hereon.

42 BROADWAY.

New York, April 2, 1917.

Clerk of Steamship Verdi

For Montevideo Please receive Twenty-two (22) cases

From Messrs. Namusa Paint & Varnish Mfg. Co., New York.

Cargo for different ports to be kept separate on Lighters.

No freight received after 5 P. M., or 12 o'clock noon on Saturdays, unless special stipulation to that effect is made on this permit

April 7, 1917.

Steamer of Lamport & Holt Line
Pier 5, Robert Stores, Brooklyn, N. Y.

And oblige,
LAMPORT & HOLT LTD.
per

ALL SIZES OF PIECE ON FLOOR WHILE GOODS ARE ON THE DOCK TO BE GIVEN BY SHIPPERS. Receiving Clerk will please measure

SHIPPING PERMIT—DOCK RECEIPT

MOST manufacturers prefer to have their shipments handled by forwarding agents, of which there are a number at New York and other ports. It is the function of the forwarding agent to arrange for shipping space, make out the necessary shipping documents, procure insurance and see that the shipment is properly dispatched.

ORIGINAL

LAMPORT & HOLT LINE No. 246,485

42 BROADWAY.

NEW YORK, April 7, 1917

Received at pier from Mulcahy Express Co.

On account of Namusa Paint & Varnish Mfg. Co. as the shipper, in apparent good order and condition externally, the following number of articles and packages, marked, as stated below (contents and other particulars besides marks and numbers unknown being as declared by shipper and not to be deemed part of description of goods hereby receipted, for non evidence thereof as against the Lamport & Holt Line), for shipment on S. S. Verdi for Montevideo (or port of transshipment if steamer does not proceed to said port) the Lamport & Holt Line reserving the right to ship said goods in whole or in part in or upon a prior or subsequent steamer

ALL OTHER CONDITIONS AS PER BILL OF LADING.

MARKS	NUMBERS	NO. OF PACKAGES	KIND OF PACKAGES	SHIPPER'S DECLARATION OF CONTENTS, ETC.
F G Cia. MONTEVIDEO	1 - 4	4	cases	Prepared paint
	5 - 7	3	"	" "
	8 - 10	3	"	" "
	11 - 18	8	"	Enamel
	19 - 22	4	"	Varnish
				Gross weight of shipment 7694 lbs.

Said goods are received subject to delay and default in shipment caused by accumulation of other goods, riots, strikes, labor disturbances, lack of conveyance, room or condition of any sort and the like. The Lamport & Holt Line's regular bill of lading in use by it for similar shipments (upon the basis of which freight rates are fixed) shall be issued for said goods to the above named shipper. The Lamport & Holt Line shall not become responsible for the goods so receipted until the goods are actually loaded on steamer; until such loading it shall be liable only for loss or damage occasioned by its fault, such as an ordinary bailee is liable for but subject also to the conditions, exceptions and limitations of liability and value contained in said regular bill of lading with which shippers are understood to have acquainted themselves and to assent to. If the value of any of the goods exceeds $100.00 per package, a rate of freight based thereon must be arranged before tender of the goods for shipment and the value of the goods so declared on delivery at the dock and inserted herein failing which, the goods shall be conclusively deemed received subject to the bill of lading limitation of value and liability to the lesser sum not exceeding $100.00 per package.

Shipper's weight as inserted herein will be relied on in handling the goods, and if incorrect, shipper and/or consignee shall be responsible for any loss or damage to carrier or others resulting therefrom.

LAMPORT & HOLT LINE

The destination of all goods must be marked upon each package in letters not less than two inches long.

THIS RECEIPT MUST BE SENT IN ATTACHED TO THE BILL OF LADING. Receiving Clerk

SHIPPERS ARE REQUIRED TO FILL OUT AS BELOW

No. of Package	Length		Breadth		Depth		Solid Contents		Weight
	Ft.	In.	Ft.	In.	Ft.	In.	Ft.	In.	
1 - 4 each	1	7	1	7		9	1	11	118
5 - 10 "	1	7	1	7		9	1	11	113
11 - 18 "	1	4	1	3		8	1	1	39
19 - 22 "	1	7	1	2		10	1	6	58

(During the period of the war Export Licenses were required for practically all shipments from the United States, and in shipments to certain European countries Letters of Assurance also were necessary. These had to be given to the steamship company when bills of lading were presented for signature.)

In the present instance the manufacturers are looking after the shipment themselves. By telephone or otherwise they reserve cargo space and they then receive a Permit from the steamship company allowing them to put the stipulated number of cases on the steamship company's pier on a certain date.

The goods are sent to the pier of the steamship company, and the driver is given the Shipping Permit and also the Dock Receipt, the latter having already been made out by the shippers. On delivery of the goods at the pier, the receiving clerk signs the Dock Receipt.

U. S. TREASURY DEPARTMENT.
Customs Cir. No. 7858.
T. D. 38104, C. D., Nov. 20-13.

ORIGINAL—(For United States Customs Use Only).

SHIPPER'S EXPORT DECLARATION

OF MERCHANDISE SHIPPED TO FOREIGN COUNTRIES OR NONCONTIGUOUS TERRITORIES OF THE U. S.

☞ Clearance will not be granted until shipper's declaration has been filed with the Collector of Customs.
U. S. Government export statistics are compiled from this declaration and it must be correct.

Merchandise shipped by Namusa Paint & Varnish Mfg. Co. (Name of shipper.)

Address: No. 30 Street Church City New York State N. Y.

From New York (Place of original shipment.) Via ..... (Carrier from interior point, if any.)

For shipment on the British S. S. "Vardi" (Name of carrier. If vessel, give name, motive power, and flag if known.)

From New York (U. S. Customs port of exportation.) To port of Montevideo (Foreign port.) Country of Uruguay (Final destination of goods.)

Marks and Numbers.	Number and kind of packages.	Articles. Describe the articles fully, as canned pork, printed cotton cloth, printing presses, apples, etc. General terms such as meats, dry goods, machinery, fruits, etc., will not be accepted. Read instructions on back.	Quantity. State number of pounds, tons, gallons, yards, etc.	Value. At time and place of shipment. U. S. Products, including foreign goods altered or remanufactured in the United States.	Foreign Products in same condition as imported.
1 - 4	4 cases	Prepared paint in tins	24 gals.	$49.14	
5 - 7	3 cases	Prepared paint in tins	18 gals.	36.86	
8 - 10	3 cases	Prepared paint in tins	18 gals.	36.85	
11 - 18	8 cases	Enamel in tins	50 gals.	94.50	
19 - 22	4 cases	Varnish in tins	24 gals.	30.24	

F Cia. G
MONTEVIDEO

This form may be delivered to carrier in sealed envelope. Waybill or manifest No. ..... Date ..... Declaration C. H. No. .....
(May be filled in by carrier if desired.)

I, the undersigned, solemnly and truly declare that the above statement is a complete, just, and true account of all merchandise shipped by the party named; on board the vessel, car, or vehicle; and to the place or country named above; and that the description and quantity of each article is truly stated, and that the values thereof are the actual costs or values at the time and place of shipment for exportation.

Sworn and subscribed to before me

at .....

on SAMPLE, 191

Signature:

☞ Namusa Paint & Varnish Mfg. Co.
(Name of exporter.)
(Signature of exporter.)

This oath to be taken before notary, collector of customs, or other authorized to administer oaths. This declaration must be signed but oath need not be taken on exportations to Canada or Mexico by car, vehicle, or ferry; or on shipments by vessel to any country if total value of items does not exceed $100.

☞—over

SHIPPER'S EXPORT DECLARATION

CLEARANCE is not granted until this form has been properly filled out and sworn to before a customs officer, notary or other authorized officer. The Declaration is prepared in duplicate, and after being sworn to the original is retained by the Collector of Customs. The duplicate is then taken to the steamship company with bills of lading, now ready for signature, and is later delivered to the Collector of Customs by the steamship company.

PREPARATION OF EXPORT DECLARATION—(Read Carefully.)

1. **THE SHIPPER MUST PREPARE THIS EXPORT DECLARATION** and subscribe to the oath before a customs officer, notary, or other authorized officer. The declaration must be signed by the shipper, but the oath may be omitted on any shipment for exportation by vessel if the total value of the items does not exceed $100 and on shipments regardless of value to Canada or Mexico by car, vehicle, or ferry. If the declaration is executed by an agent for the shipper the authority must be in writing on this declaration or other document filed with the Collector. The values and names of shippers may be omitted from the duplicate, but must always appear on the original. The original is for the use of customs officers and will be treated as confidential and information not disclosed without written authority of the shipper or his agent. Export statistics are compiled from these declarations and all data required on the prescribed form must be furnished.

2. **DOMESTIC ARTICLES EXPORTED.**—The value of all articles grown, produced, or manufactured in whole or part in the United States must be stated in the column of "U. S. Products."

3. **FOREIGN ARTICLES EXPORTED.**—The value of articles of foreign origin shipped out of the United States in the same condition as imported must be stated in the column of "Foreign Products." If foreign articles are subjected to any process of manufacture or alteration in the United States they become United States products and must be reported as such. Thus: Imported raw sugar refined in the United States should be reported as a domestic product.

4. **THE VALUE OF ARTICLES** to be stated is the selling or invoice price or the actual cost or true market value at the time and place of shipment for exportation.

5. **DESCRIPTION OF ARTICLES EXPORTED** must be accurate and complete. General terms such as dry goods, groceries, meats, machinery, millinery, etc., will not be accepted. In the case of cheese the declaration must state whether filled or unfilled, oleomargarine whether colored or uncolored, butter whether pure, adulterated, or renovated.

6. **THE KIND OF PACKAGES** as boxes, barrels, etc., and the net weight exclusive of outer coverings, must be specified.

7. **THE TOTAL QUANTITY** of each article expressed in the usual measure of pounds, yards, gallons, etc., must be stated. Domestic spirits exported must be stated in gallons of 50 per cent alcoholic strength.

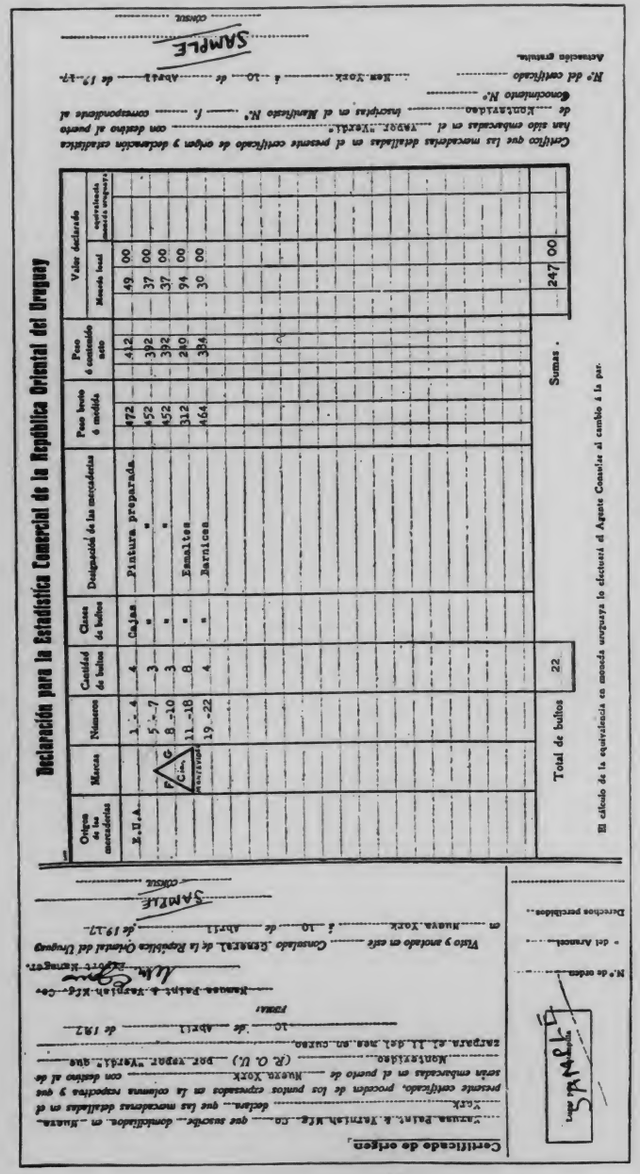
8. **THE COUNTRY OF FINAL DESTINATION OF GOODS**—that is, the country to which goods are sold—must be shown. Special care should be exercised to state the final destination of goods shipped through Canada to Europe, and of goods to be transshipped in the United Kingdom, the Netherlands, Germany and France en route to other countries.

9. **INSPECTION CERTIFICATES.**—Process butter or butter adulterated or renovated must be accompanied by certificate of purity issued by the United States inspector of dairy products. Certificate of inspection must be presented to the Collector for meat and meat food products exported when required by the regulations of the Department of Agriculture.

10. **EXPORT SCHEDULE B** may be obtained free of charge from the Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C., and will be of much assistance to exporters.

Export statistics are compiled by the Government from these Declarations and all data called for must be furnished. The name of the shipper and the values of the various items of the shipment may be omitted from the duplicate.

These forms may be obtained from the Collector of Customs at a low charge. They may be printed by private parties providing they conform strictly to the official form.



Declaración para la Estadística Comercial de la República Oriental del Uruguay

Origen de las mercaderías	Marcas	Números	Cantidad de bultos	Clases de bultos	Designación de las mercaderías	Peso bruto ó medida	Peso ó cantidad neto	Valor declarado: Moneda local	Valor declarado: equivalencia moneda uruguaya
E.U.A.	F G Cia. MONTEVIDEO	1 - 4	4	Cajas	Pintura preparada.	472	412	49 00	
		5 - 7	3	"	"	452	392	37 00	
		8 -10	3	"	"	452	392	37 00	
		11 -18	8	"	Esmaltes	312	240	94 00	
		19 -22	4	"	Barnices	464	384	30 00	
Total de bultos			22		Sumas .			247 00	

El cálculo de la equivalencia en moneda uruguaya lo efectuará el Agente Consular al cambio á la par.

Certifico que las mercaderías detalladas en el presente certificado de origen y declaración estadística han sido embarcadas en el ...TAPOR "VERDI"... con destino al puerto de ...Montevideo... inscripta en el Manifiesto N.º ..... f. ..... correspondiente al Conocimiento N.º .....

N.º del certificado ....New York..... á ...10... de ...April... de 19..17.

Actuación gratuita.

SAMPLE

..... Cónsul

Certificado de origen.

"Namusa Paint & Varnish Mfg. Co." que suscribe, domiciliado en "Nueva York" declara que las mercaderías detalladas en el presente certificado, proceden de los puntos expresados en la columna respectiva y que están embarcadas en el puerto de Nueva York con destino al de Montevideo (R. O. U.) por vapor "Verdi" que zarpará el 11 del mes en curso.

10 de April de 1917

Namusa Paint & Varnish Mfg. Co.

Visto y sellado en este Consulado General de la República Oriental del Uruguay en Nueva York á 10 de April de 19.17.

SAMPLE

..... Cónsul

SAMPLE

N.º de orden .....

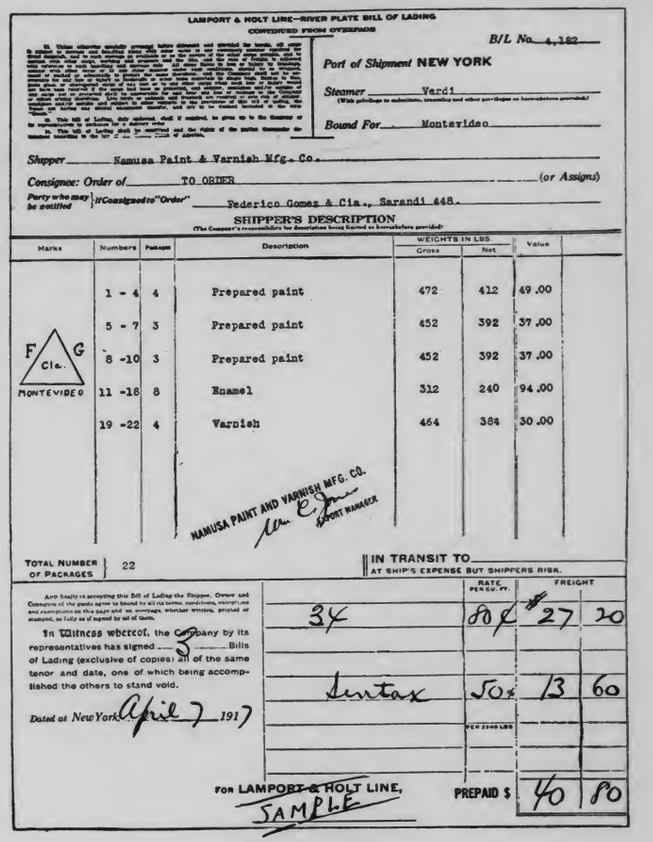
" del Arancel .....

Derechos percibidos .....

CERTIFICATE OF ORIGIN

FOR shipments to a number of foreign countries (see pages 30-31), one or more copies of the Consular Invoice are required. This document is presented to the Consul of the country to which shipment is destined and is signed by him and a fee charged.

Uruguay does not require a Consular Invoice. Instead a Certificate of Origin must be submitted to the Consul in duplicate for certification. One copy is retained by the Consul and the other is then submitted to the steamship company with the bill of lading, but is returned to the shipper.



LAMPORT & HOLT LINE—RIVER PLATE BILL OF LADING
CONTINUED FROM OVERLEAF

B/L No. 4,182

Port of Shipment NEW YORK

Steamer Verdi

Bound For Montevideo

Shipper Namusa Paint & Varnish Mfg. Co.

Consignee: Order of TO ORDER (or Assigns)

Party who may be notified } If Consigned to "Order" Federico Gomez & Cia., Sarandi 448.

SHIPPER'S DESCRIPTION
(The Company's responsibility for description being limited as hereinafter provided)

Marks	Numbers	Package	Description	Weights in Lbs. Gross	Weights in Lbs. Net	Value
F G Cia. MONTEVIDEO	1 - 4	4	Prepared paint	472	412	49.00
	5 - 7	3	Prepared paint	452	392	37.00
	8 -10	3	Prepared paint	452	392	37.00
	11 -18	8	Enamel	312	240	94.00
	19 -22	4	Varnish	464	384	30.00

NAMUSA PAINT AND VARNISH MFG. CO.
EXPORT MANAGER

TOTAL NUMBER OF PACKAGES 22

IN TRANSIT TO
AT SHIP'S EXPENSE BUT SHIPPERS RISK.

And finally in accepting this Bill of Lading the Shipper, Owner and Consignee of the goods agree to be bound by all its terms, conditions, exceptions and exemptions on this page and on overleaf, whether written, printed or stamped, as fully as if signed by all of them.

In Witness whereof, the Company by its representatives has signed 3 Bills of Lading (exclusive of copies) all of the same tenor and date, one of which being accomplished the others to stand void.

Dated at New York April 7 1917

	Rate per cu. ft.	Freight
34	80¢	$27 20
Sintax	50¢	13 60
	Per 2240 lbs.	
	Prepaid $	40 80

FOR LAMPORT & HOLT LINE,
SAMPLE

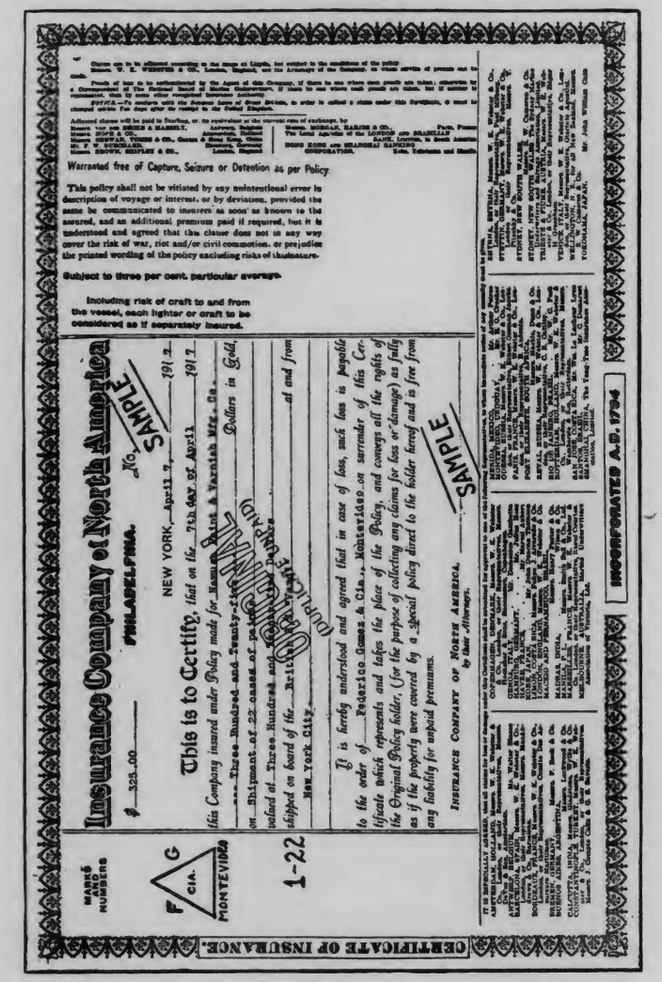
BILL OF LADING

IT is necessary for the shipper to prepare from three to eight or even more copies of Bill of Lading, the exact number depending upon the number of copies required by the steamship company, by the Consul and by the shipper, respectively.

For shipments to Uruguay three copies must be certified by the Consul, a charge of $1.10 being made for this. These three copies, already endorsed by the shipper, are then signed by the steamship company and thus made "negotiable." Possession of any one negotiable copy conveys ownership of goods. A total of eight copies have been prepared, to be disposed of as follows: Three (negotiable) to bank entrusted with collection of draft, two to steamship company, one (Spanish) to Consul, one for shipper's files, and one may be sent to customer for the latter's files.

Bills of Lading should be drawn "to order", except where goods are paid for in advance, or when shipped on open account, or when shipment is to a country where it is expressly prohibited to ship "to order." The name of the actual consignee is also added.

(Bills of Lading, Certificate of Origin and Shipper's Export Declaration are of course delivered to the steamship company simultaneously.)



Insurance Company of North America

PHILADELPHIA. No. SAMPLE

$ 325.00

NEW YORK, April 7, 1917

This is to Certify, that on the 7th day of April 1917

this Company insured under Policy made for Namusa Paint & Varnish Mfg. Co.

--- Three Hundred and Twenty-five --- Dollars in Gold.

on Shipment of 22 cases of paints valued at Three Hundred and Twenty-five Dollars

shipped on board of the British S/S Verdi at and from New York City.

Warranted free of Capture, Seizure or Detention as per Policy.

This policy shall not be vitiated by any unintentional error in description of voyage or interest, or by deviation, provided the same be communicated to insurers as soon as known to the assured, and an additional premium paid if required, but it is understood and agreed that this clause does not in any way cover the risk of war, riot and/or civil commotion, or prejudice the printed wording of the policy excluding risks of the nature.

Subject to three per cent. particular average.

Including risk of craft to and from the vessel, each lighter or craft to be considered as if separately insured.

It is hereby understood and agreed that in case of loss, such loss is payable to the order of Federico Gomez & Cia., Montevideo, on surrender of this Certificate which represents and takes the place of the Policy, and conveys all the rights of the Original Policy holder, (for the purpose of collecting any claims for loss or damage) as fully as if the property were covered by a special policy direct to the holder hereof and is free from any liability for unpaid premiums.

SAMPLE

Insurance Company of North America, by their Attorneys.

MARKS AND NUMBERS: F G Cia. MONTEVIDEO 1-22

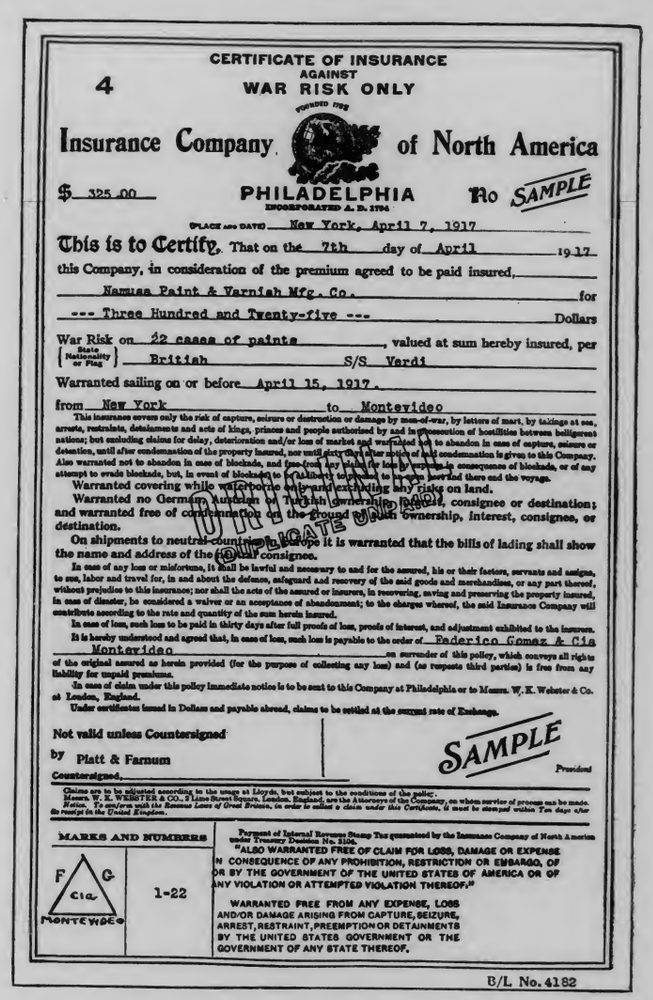
CERTIFICATE OF INSURANCE.

INCORPORATED A.D. 1794

INSURANCE

INSURANCE has been obtained in the meantime through the shipper's insurance brokers. It is customary to insure a shipment for the total amount of the invoice plus ten to twenty per cent. in order to protect the party insured against loss of forwarding and sundry charges.

Manufacturers making constant shipments abroad have one or more Open Policies.



CERTIFICATE OF INSURANCE AGAINST WAR RISK ONLY

4

Insurance Company of North America

PHILADELPHIA

INCORPORATED A.D. 1794

$ 325.00 No SAMPLE

PLACE AND DATE New York, April 7, 1917

This is to Certify, That on the 7th day of April 1917

this Company, in consideration of the premium agreed to be paid insured,

Namusa Paint & Varnish Mfg. Co. for

--- Three Hundred and Twenty-five --- Dollars

War Risk on 22 cases of paints, valued at sum hereby insured, per

[State Nationality or Flag] British S/S Verdi

Warranted sailing on or before April 15, 1917.

from New York to Montevideo

This insurance covers only the risk of capture, seizure or destruction or damage by men-of-war, by letters of mart, by taxings at sea, arrests, restraints, detainments and acts of kings, princes and people authorized by and in prosecution of hostilities between belligerent nations; but excluding claims for delay, deterioration and/or loss of market and warranted not to abandon in case of capture, seizure or detention, until after condemnation of the property insured, nor until sixty days after notice of said condemnation is given to this Company. Also warranted not to abandon in case of blockade, and free from any claim for loss by reason of consequence of blockade, or of any attempt to evade blockade, but, in event of blockade to continue to insure to the port of destination declared there and the voyage.

Warranted covering while waterborne and transit excluding any risks on land.

Warranted no German Assignee or Turkish ownership, interest, consignee or destination; and warranted free of confiscation on the ground of Turkish ownership, interest, consignee, or destination.

On shipments to neutral countries in Europe it is warranted that the bills of lading shall show the name and address of the actual consignee.

In case of any loss or misfortune, it shall be lawful and necessary to and for the assured, his or their factors, servants and assigns, to use, labor and travel for, in and about the defense, safeguard and recovery of the said goods and merchandise, or any part thereof, without prejudice to this insurance; nor shall the acts of the assured or insurers, in recovering, saving and preserving the property insured, in case of disaster, be considered a waiver or an acceptance of abandonment; to the charges whereof, the said Insurance Company will contribute according to the rate and quantity of the sum herein insured.

In case of loss, such loss to be paid in thirty days after full proofs of loss, proofs of interest, and adjustment exhibited to the insurers.

It is hereby understood and agreed that, in case of loss, such loss is payable to the order of Federico Gomez & Cia Montevideo on surrender of this policy, which conveys all rights of the original assured as herein provided (for the purpose of collecting any loss) and (as respects third parties) is free from any liability for unpaid premiums.

In case of claim under this policy immediate notice is to be sent to this Company at Philadelphia or to Messrs. W. K. Webster & Co. at London, England.

Under certificates issued in Dollars and payable abroad, claims to be settled at the current rate of Exchange.

Not valid unless Countersigned by Platt & Farnum

Countersigned,

SAMPLE

President

Claims are to be adjusted according to the usage at Lloyds, but subject to the conditions of the policy.

Messrs. W. K. WEBSTER & CO., 5 Lime-Street Square, London, England, are the Attorneys of the Company, on whom service of process can be made.

Notice. To conform with the Revenue Laws of Great Britain, in order to enforce a claim under this Certificate, it must be stamped within Ten days after its receipt in the United Kingdom.

MARKS AND NUMBERS: F G Cia. MONTEVIDEO 1-22

Payment of Internal Revenue Stamp Tax guaranteed by the Insurance Company of North America under Treasury Decision No. 2156.

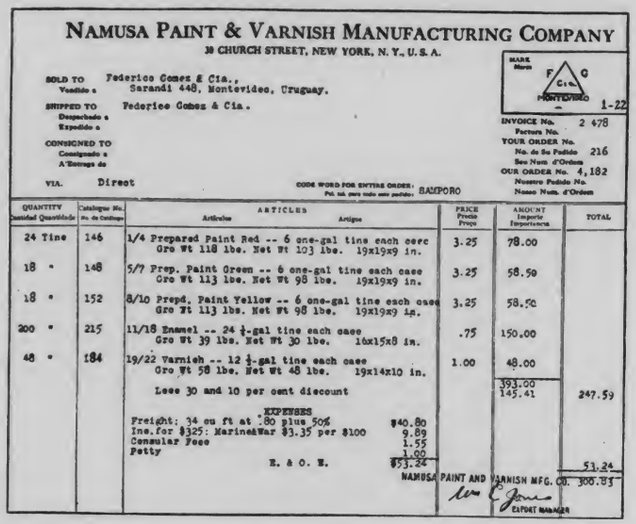
"ALSO WARRANTED FREE OF CLAIM FOR LOSS, DAMAGE OR EXPENSE IN CONSEQUENCE OF ANY PROHIBITION, RESTRICTION OR EMBARGO, OF OR BY THE GOVERNMENT OF THE UNITED STATES OF AMERICA OR OF ANY VIOLATION OR ATTEMPTED VIOLATION THEREOF."

WARRANTED FREE FROM ANY EXPENSE, LOSS AND/OR DAMAGE ARISING FROM CAPTURE, SEIZURE, ARREST, RESTRAINT, PREEMPTION OR DETAINMENTS BY THE UNITED STATES GOVERNMENT OR THE GOVERNMENT OF ANY STATE THEREOF.

B/L No. 4182

In such cases when a shipment is ready the shipper notifies the insurance company that insurance under Open Policy No. —— is desired on this shipment, at the same time giving details as to value of shipment, name of steamer, date of sailing, etc. A certificate of insurance is then returned to the shipper by the company, this certificate having the force of all the terms of the original Open Policy.

(During the period of the war shipments were also insured against war risk.)



NAMUSA PAINT & VARNISH MANUFACTURING COMPANY
30 CHURCH STREET, NEW YORK, N. Y., U. S. A.

MARK Marca — F G Cia. MONTEVIDEO — 1-22

SOLD TO Vendido a: Federico Gomez & Cia., Sarandi 448, Montevideo, Uruguay.
SHIPPED TO Despachado a Expedido a: Federico Gomez & Cia.
CONSIGNED TO Consignado a A Entregar de:
VIA: Direct
CODE WORD FOR ENTIRE ORDER: Pal. cód. para todo este pedido: SAMPORO

INVOICE No. Factura No. 2 478
YOUR ORDER No. No. de Su Pedido 216
Sou Num. d'Ordem
OUR ORDER No. Nuestro Pedido No. 4,182
Nosso Num. d'Ordem

QUANTITY Cantidad Quantidade	Catalogue No. No. de Catálogo	ARTICLES Artículos Artigos	PRICE Precio Preço	AMOUNT Importe Importancia	TOTAL
24 Tins	146	1/4 Prepared Paint Red -- 6 one-gal tins each case Gro Wt 118 lbs. Net Wt 103 lbs. 19x19x9 in.	3.25	78.00	
18 "	148	5/7 Prep. Paint Green -- 6 one-gal tins each case Gro Wt 113 lbs. Net Wt 98 lbs. 19x19x9 in.	3.25	58.50	
18 "	152	8/10 Prepd. Paint Yellow -- 6 one-gal tins each case Gro Wt 113 lbs. Net Wt 98 lbs. 19x19x9 in.	3.25	58.50	
200 "	215	11/18 Enamel -- 24 ½-gal tins each case Gro Wt 39 lbs. Net Wt 30 lbs. 16x15x8 in.	.75	150.00	
48 "	184	19/22 Varnish -- 12 ½-gal tins each case Gro Wt 58 lbs. Net Wt 48 lbs. 19x14x10 in.	1.00	48.00	
				393.00	
		Less 30 and 10 per cent discount		145.41	247.59
		EXPENSES			
		Freight: 34 cu ft at .80 plus 50%		$40.80	
		Ins. for $325: Marine&War $3.35 per $100		9.89	
		Consular Fees		1.55	
		Petty		1.00	
		E. & O. E.		$53.24	53.24
		NAMUSA PAINT AND VARNISH MFG. CO.			300.83

EXPORT MANAGER

NOTE: The insurance item in this invoice also includes war-risk, which is essential during a period of war when transportation routes are affected.

INVOICE

(INCLUDING STATEMENT OF WEIGHTS AND MEASUREMENTS)

THE type of export Invoice is determined largely by the character of the business and the ideas of the Export Manager. Some prefer the ordinary domestic form, while others use a modified Invoice for export. The form of Invoice shown here may be used for shipments to all English-, Spanish- and Portuguese-speaking countries.

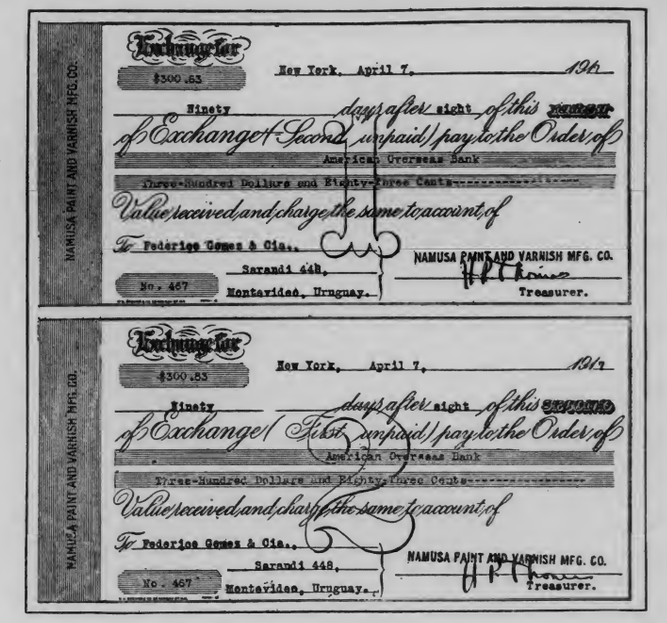
Many manufacturers prefer to have a separate statement of weights and measurements, but in the present case these data are included in the Invoice.

Advances for ocean freight, insurance and any other charges are added to the Invoice if the amount of these charges is known at time Invoice is made out. All discounts should be deducted on face of Invoice. Foreign invoices are generally signed, as in some countries invoices have no legal force unless so signed.

It is necessary that all details in the Invoice correspond with those of the other shipping forms, as otherwise the importer is liable to a fine.

It is customary to add to the Invoice "E. & O. E." (Errors and Omissions Excepted) in order to reserve to shippers the right to correct any errors or omissions. However, this has no legal weight.

Three copies of Invoice are made—original to bank, one copy to customer and one copy for shipper's files.



NAMUSA PAINT AND VARNISH MFG. CO.

Exchange for $300.83 — New York, April 7, 19[illegible]

Ninety days after sight of this (First of Exchange / Second unpaid) pay to the Order of American Overseas Bank

Three-Hundred Dollars and Eighty-Three Cents

Value received and charge the same to account of

To Federico Gomez & Cia., Sarandi 448, Montevideo, Uruguay. No. 467

NAMUSA PAINT AND VARNISH MFG. CO. Treasurer.

DRAFT

FOREIGN Drafts are usually drawn in duplicate (first of exchange and second of exchange), each being forwarded by different steamers to insure safety, one becoming void when the other has been satisfied. Drafts may be drawn to the order of a specific payee, usually the collecting bank as in the present instance, or they may be drawn to the order of "ourselves," i.e., the drawers or shippers.

The methods of payment for export shipments may be classified as follows:

A. Cash.
   (1) By payment direct to shipper.
   (2) By payment through bank in the United States against delivery of documents or according to other agreement between buyer and seller.
   (3) By payment through bank in the country of destination against receipt of documents.

B. Open Credit or Book Account.
   (This is the prevailing method in domestic trade but is not popular in foreign transactions on account of the risk and delay involved.)

C. Drafts Drawn at Sight or for a definite period after Sight.
   (1) Documents deliverable on acceptance of draft (D/A).
   This is a credit transaction and is the basis on which most foreign credit business is transacted. However, the exporter can sell such drafts to banks, but with recourse to the former if the buyer does not honor the draft.
   (2) Documents deliverable on payment of draft (D/P).
   This is similar to a C.O.D. transaction, the buyer being granted a certain time to pay, but documents are not delivered until payment is made.

NAMUSA PAINT AND VARNISH MANUFACTURING COMPANY
MAKERS OF
PAINTS, VARNISHES AND ENAMELS
FOR ALL PURPOSES

Cable Address: "Namusa"
Codes: Western Union, Lieber, A B C 6th Edition

FOREIGN DEPARTMENT
30 CHURCH STREET
NEW YORK CITY

Factory at Boston, Mass.
Branches: New York, Chicago, San Francisco

April 9, 1917.

American Overseas Bank,

New York.

Gentlemen:

We beg to hand you herewith the following item for collection:

Draft No. 467
Dated April 7, 1917
Drawn on Federico Gomez & Cia., Sarandi 448, Montevideo, Uruguay.
Tenor: 90 days' sight
Amount: $300.83

The following documents are enclosed:

3 copies bill of lading
1 copy commercial invoice
1 copy marine insurance certificate
1 copy war risk insurance certificate
1 copy certificate of origin.

Draft is not to be presented until arrival of goods, and documents are to be surrendered on acceptance. All collection charges are for account of drawee.

Trusting this matter will have your usual prompt and careful attention, we remain,

Very truly yours,

NAMUSA PAINT & VARNISH MANUFACTURING CO.

Wm. C. Jones

Manager Export Department.

COLLECTION OF DRAFT

A DRAFT may be forwarded for Collection direct to a bank in the country of destination, but this is done only when the shipper has full confidence in the standing of the foreign bank.

Generally, as in the present case, Collection is made through the medium of a bank in the United States. The Draft and the specified documents are pinned together and delivered by messenger or mail to the bank entrusted with Collection. In this instance the Draft and other documents are mailed to the bank with the accompanying letter.

The shipper now awaits remittance of amount of Draft to close the transaction. After the Draft is accepted he receives a notice from the bank to this effect, and in due time remittance is received.

NAMUSA PAINT AND VARNISH MANUFACTURING COMPANY
MAKERS OF
PAINTS, VARNISHES AND ENAMELS
FOR ALL PURPOSES

Cable Address: "Namusa"
Codes: Western Union, Lieber, A. B. C. 6th Edition

FOREIGN DEPARTMENT
30 CHURCH STREET
NEW YORK CITY

Factory at Boston, Mass.
Branches: New York, Chicago, San Francisco

April 7, 1917.

Messrs. Federico Gomez & Hijos,
Sarandi 448,
Montevideo, Uruguay.

Gentlemen:

We take pleasure in advising you of the shipment of your order No. 216, dated March 2, 1917, (our invoice No. 2478) via S. S. Verdi on April 7th. We enclose herewith copy of commercial invoice, amounting to $300.83, showing itemized charges for freight, insurance, etc., and also copy of bill of lading for your files.

As stipulated in your order we are drawing on you at ninety days' sight, documents against acceptance, through our bank -- American Overseas Bank. Insurance covering both marine and war risks, as per your request, has been covered in the Insurance Company of North America, through our broker H. A. Jones, all losses being made payable in Montevideo.

We trust that the shipment will reach you in excellent condition and will meet with your entire approval. We have also forwarded a liberal supply of advertising matter in Spanish, and we have no doubt that this will assist you materially in selling our goods.

We shall at all times be pleased to receive from you suggestions regarding improvements in our products or methods, based on your experience in handling our goods and your knowledge of the local market. Please be assured that we appreciate this opportunity of serving you, and looking forward to continued satisfactory business relations, we remain,

Very truly yours,

NAMUSA PAINT & VARNISH MANUFACTURING CO.

Wm. C. Jones

Manager Export Department.

ADVICE OF SHIPMENT

A COURTEOUS letter advising that shipment has been made and containing the essential details regarding the shipment is mailed to the customer.

Copy of the invoice is enclosed, and a copy of the bill of lading may also be forwarded if desired.

MISCELLANEOUS

FORMS AND TABLES

From _____

Shipped per _____

To pier _____

In the name of _____

Date of shipment _____

SHIPPING MARKS AND NUMBERS	PACKAGES AND CONTENTS

Notice of Intent.

Truckmen or Lightermen must deliver this Copy at office of United States District Inspector

When the District Inspector's Office is not on pier where you are unloading, inquire of Receiving Clerk where same is located.

Notice of intent to export domestic manufactures for benefit of drawback. Port of New York, _____ *191*

Marks and Numbers	Packages	Description of Merchandise	Where Deposited

Materials or parts on which Drawback is claimed.

Collectors Notice of intent for same will be made by _____

The merchandise herein described is to be laden on the _____ (for transportation to) _____

(and) exportation, (thence) to _____ and not to be relanded in, nor returned to, the United States; and according to the best of my knowledge and belief, such merchandise has not been in use and is entitled, on exportation, to a drawback of duties paid on the imported materials used in its manufacture, and or Internal Revenue tax paid on the Domestic alcohol used in the manufacture thereof.

_____ *Shipper*

DRAWBACK

EXPORTED merchandise in the manufacture of which dutiable imported materials have been used is entitled on exportation to a refund of 99 per cent. of the duty paid thereon. This refund is known as Drawback.

Manufacturers wishing to claim Drawback must make application to the United States Treasury Department. If after due investigation the Treasury Department finds the manufacturer's claim justified, permission to apply for Drawback is granted. It is not necessary that the manufacturer himself be the importer of the materials.

Manufacturers generally employ drawback agents to look after the details of Drawback. When or before a shipment on which duty is recoverable is ready for export, the manufacturer mails a Notification Blank to his drawback agent, who then advises the Collector of Customs. The manufacturer also fills out a Notice of Intent, which accompanies the shipment and is delivered to the United States District Inspector at the pier. Other details are looked after by the drawback agent.

SHIPPING INSTRUCTIONS FOR

X.Y.Z. FORWARDING COMPANY

FOREIGN FREIGHT CONTRACTORS AND FORWARDERS

34 CHURCH STREET
NEW YORK

City_____ Date_____

Gentlemen:

Please note following instructions for shipment sent to your care as per attached R. R. B/L, to be forwarded:

MARKS AND NUMBERS	NO. AND CLASS OF PACKAGES	CONTENTS	WEIGHT IN LBS. GROSS	WEIGHT IN LBS. NET	MEASUREMENT

Make Bill of Lading in name of_____ as shipper

Consign to_____

Name and address of consignee or party to be notified_____

Destination of shipment_____

Value for Customs Clearance $_____

Insure shipment for $_____ Charge premium to_____ Send certificate to_____

Inland freight to seaboard to be charged to_____

Cartage or lighterage to ship's side to be charged to_____

Ocean freight to be charged to_____

Your services to be charged to_____

Consular expenses to be charged to_____

Send_____ copies B/L to consignee and_____ copies to us.

SPECIAL INSTRUCTIONS:_____

Yours truly,

_____

FORWARDER'S FORM

THERE are a number of individuals and firms in New York and other cities engaged in the forwarding of export shipments. It is the function of the foreign freight Forwarder to reserve steamer space, attend to shipping documents, and, in short, to see that the shipment consigned to him is properly and promptly dispatched.

The Forwarder makes a nominal charge of $1.00 for bill of lading. This source of income is supplemented by increased charges for cartage, insurance brokerage commissions, economies effected in combining and forwarding a number of small shipments on one bill of lading, etc.

Most forwarders also undertake to make collections for the shipments they handle, but it is generally best to entrust collections to banks, as they have better facilities for this class of work.

TRADE MARKS

THE following is a condensed abstract of the important features of the Trade Marks laws of the leading countries of the world. Manufacturers of trade-mark articles should bear in mind that in quite a number of foreign countries ownership of a Trade Mark is acquired only by registration, not use. Hence, an unauthorized person may register an existing Trade Mark in these countries and such registration may prevent the rightful owner of the Mark from afterwards using it in those countries. The importance of registration of Trade Marks in foreign countries is therefore evident.

Country	Term	See Notes	Country	Term	See Notes
Argentina	10 years	*a c*	Holland	20 years	*e f*
Australia	14 "	*c e g*	Honduras	Perpetual	*d f*
Austria	10 "	*d e f*	Hungary	10 years	*d e f*
Belgium	Perpetual	*e f*	India		*k*
Bolivia	1 year or more	*a h*	Italy	Perpetual	*b d e f*
			Japan	20 years	*e f*
Brazil	15 years	*d e g*	Luxemburg	10 "	*f*
British Honduras	Perpetual	*l*	Mexico	20 "	*c e g*
Bulgaria	10 years	*d g*	New Zealand	14 "	*c e*
Canada—General	Perpetual	*b c*	Nicaragua	10 "	*a*
Canada—Specific	25 years	*b c*	Norway	10 "	*a d e*
Ceylon	14 "	*c e*	Panama	10 "	*d f*
Chile	10 "	*a*	Paraguay	10 "	*a*
China		*i*	Peru	10 "	*a*
Colombia	20 "	*f*	Portugal	10 "	*a d e*
Costa Rica	15 "	*a*	Roumania	15 "	*f*
Cuba	15 "	*a d e*	Russia	10 "	*d g*
Denmark	10 "	*d e g*	Salvador	20 "	*c g*
Dutch E. Indies	20 "	*e f*	Servia	10 "	*a d e*
Ecuador	20 "	*b c*	South Africa	14 "	*c g*
Egypt		*b j*	Spain	20 "	*d e g*
Finland	10 "	*d f*	Sweden	10 "	*a d e*
France	15 "	*c e f*	Switzerland	20 "	*d e f*
Germany	10 "	*a d e*	Tunis	15 "	*e f*
Great Britain	14 "	*c e g*	Turkey	15 "	*a f*
Greece	10 "	*d f*	Uruguay	10 "	*c d g*
Guatemala	10 "	*a d*	Venezuela	30 " or less	*a*

NOTES

a—Registration alone gives ownership.
b—Ownership acquired by use without registration.
c—Infringers cannot be sued until mark is registered.
d—Foreigners must first register in home country.
e—Under International Convention, citizen of any other Convention country has priority from home application if filed within four months.
f—Registration subject to rights of prior user in such country.
g—Registration is only prima-facie evidence of title to mark but becomes conclusive after expiration of a certain period.
h—BOLIVIA: Registration compulsory.
i—CHINA: Pending the promulgation of more satisfactory Regulations, Trade Marks are being deposited with the Imperial Maritime Customs at Shanghai in order to secure evidence of priority of use.
j—EGYPT: No statute for registering Trade Marks, but applicant's claim to such is filed in the Court of First Instance of the Mixed Tribunals at Cairo.
k—INDIA: No special Trade Marks Registration Act exists in India, but it is customary to register a Declaration of Ownership of the Trade Mark, which registration may be adduced as evidence to prove exclusive right to the mark.
l—Protection secured by advertising.

CONSULAR REQUIREMENTS OF FOREIGN COUNTRIES

NEARLY all the Latin-American republics and also several other countries require the presentation of consular invoices for clearance of shipments, while some require certificates of origin or the certification of one or more copies of bill of lading. In almost all cases a fee is charged by the consul, but these fees are subject to frequent change. Forms are obtainable from the respective consulates on payment of a small charge and they are also carried by some stationers.

Country	No. of Consular Invoices	Language in which Prepared	No. of Copies B/L Certified	Consul's Fees	Remarks
Argentina			3	$2.10.	Copy of certificate of origin must be attached to each B/L.
Bolivia	4–5	Spanish	All	$3.00 for values under $200; 2% for others.	4 copies consular invoice for shipments via Chile, Argentina or Brazil; 5 copies for shipments via Peru.
Brazil	4	English or Portuguese		$2.20.	No consular invoice when total value of shipment is less than $48.88 if shipped on parcel receipt.
Chile	4	English or Spanish	All	Averaging about ¾% of value; also 75 cents for certification B/L.	Consular invoices for parcel post shipments valued at £5 or more
Colombia	5	Spanish		Up to 3%, according to merchandise.	*Shipments must not be consigned "to order."
Costa Rica	4	Spanish	All	(Paid by consignee at port of entry.)	
Cuba	4–5	English or Spanish	All	About 1% of value; also $1.00 for certification B/L.	5 copies consular invoice for Havana; 4 copies for other ports. Parcel post shipments require consular invoices.
Ecuador	6	Spanish		$1.00 for shipments up to $50; 3% of value for others.	*
France	1	French		Consular invoice $2.50; visé of certificate of origin $2.40.	Consular invoice required on shipments of goods paying "ad valorem" duty; on all other shipments certificate of origin instead.
Guatemala	5	Spanish	5	2% of value; also $1.00 for certification B/L.	*
Haiti	6	English or French.	5	$1.00.	

Honduras	4	Spanish	All	From $1.00 upward, according to value.	*1 copy commercial invoice must be certified and forwarded to consignee. No charge.
Italy				$4.40 for visé certificate of origin.	Certificate of origin alone required and only for some articles.
Japan				$2.00 for visé certificate of origin.	Certificate of origin alone required and only for some articles.
Mexico	4	English or Spanish		3% of value. Minimum charge 50 cents.	No consular invoices on shipments by rail. Attach commercial invoices for comparison.
Nicaragua	6	Spanish	2	Shipper pays $3.00 for certification B/L; fee for consular invoice collected from consignee at port of entry.	*Certificate of origin also required for certain goods.
Panama	6	Spanish	7	(Paid by consignee at port of entry.)	*Shipments must not be consigned "to order." Original and 2 copies commercial invoice, sworn to by shipper, must be cerfied by consul. No charge.
Paraguay			3	$2.00.	2 copies each of certificate of origin and commercial invoice required; no charge.
Peru	4	Spanish	All	2% of value.	
Portugal	3	English or Portuguese		$2.20 to $2.50.	Consular invoice required of shipper only when goods are sent by direct steamer, otherwise furnished at port of transshipment. Certificate of origin necessary for many articles.
Salvador	4	Spanish	All	From $1.00 upward, according to value.	
Santo Domingo	4	Spanish	4	(Paid by consignee at port of entry.)	Shipments must not be consigned "to order."
Spain				40 cents for visé certificate of origin.	Certificate of origin for certain articles.
Uruguay			All	$1.10.	Certificate of origin in duplicate in Spanish or French; fee for visé, 55 cents.
Venezuela	4	Spanish		From $3.75 upward, according to value.	Shipments must not be consigned "to order."

*Separate invoices required for each mark.

FOREIGN TRADE DEPARTMENT

OF THE

NATIONAL ASSOCIATION OF MANUFACTURERS

An Effective Agency for Promoting the Export Business of American Manufacturers

SERVICES AVAILABLE TO MEMBERS
THROUGH THE
FOREIGN TRADE DEPARTMENT

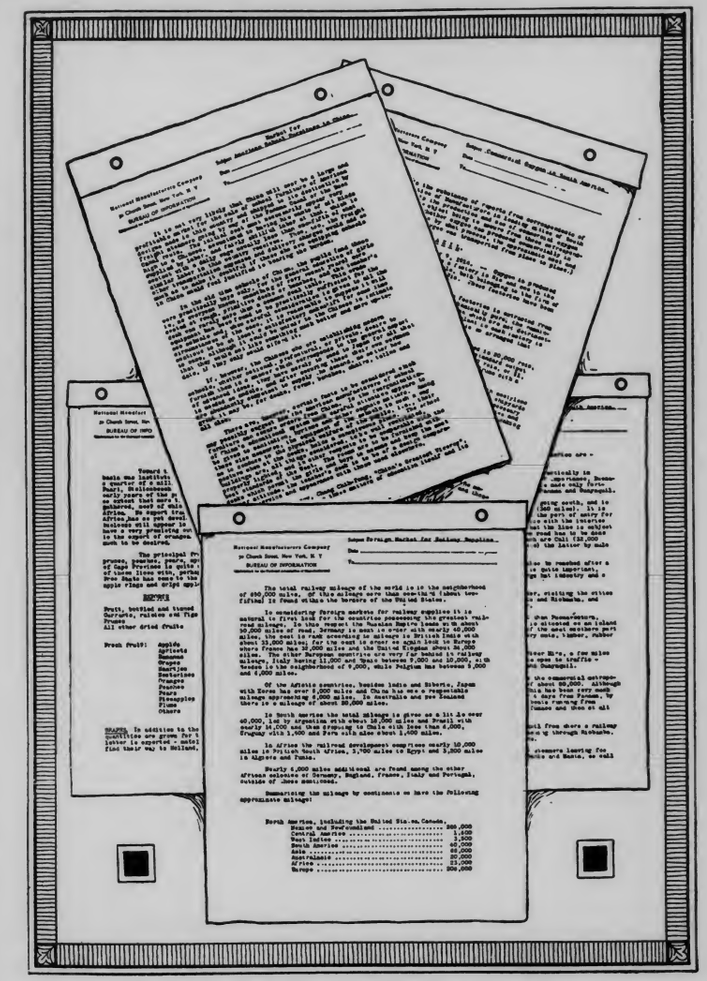
The National Association of Manufacturers is a body organized by manufacturers, supported by manufacturers and directed by manufacturers.

For manufacturers interested in export trade the Association maintains a Foreign Trade Department which provides for, advises on, or furnishes:

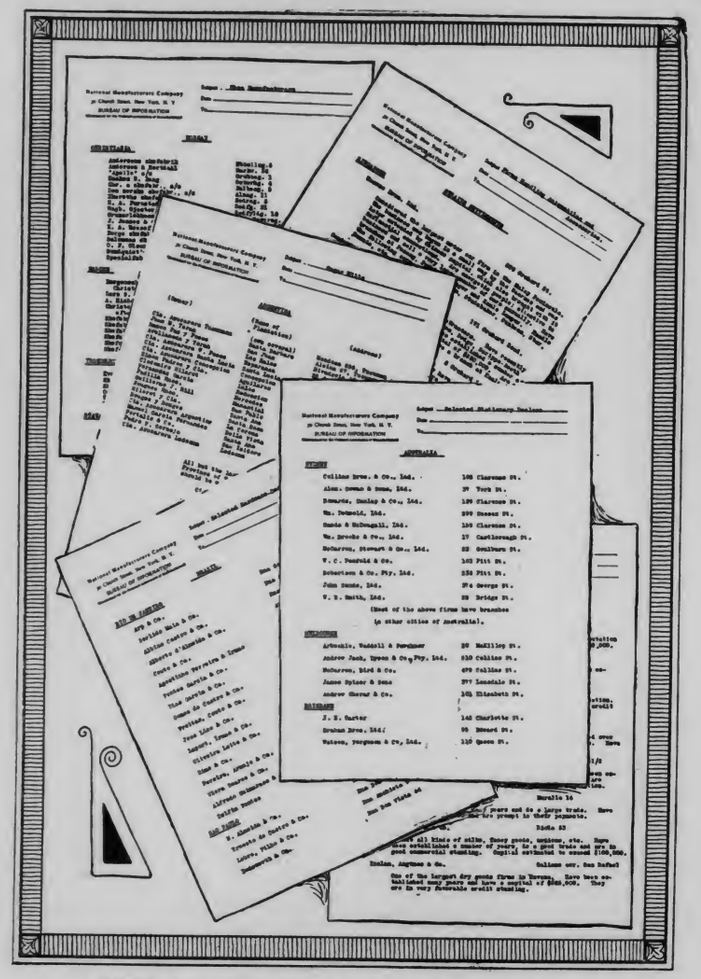
- DETAILED INFORMATION ON FOREIGN MARKETS.
- FOREIGN TRADE OPPORTUNITIES.
- ITINERARIES FOR THE TRAVELER ABROAD.
- ADVICE ON FINANCING FOREIGN ACCOUNTS.
- LISTS OF FOREIGN BUYERS.
- CREDIT REPORTS ON FOREIGN FIRMS.
- TRANSLATIONS FROM OR INTO ANY LANGUAGE.
- CUSTOMS DUTIES OF ALL COUNTRIES.
- MEANS FOR THE COLLECTION OF OVERDUE FOREIGN ACCOUNTS.
- MEANS AND METHODS FOR FORWARDING SHIPMENTS.
- REGISTRATION OF TRADE MARKS IN ALL LANDS.
- MEDIUMS FOR ADVERTISING THEIR PRODUCTS IN ALL COUNTRIES.
- EXPERTS FOR ALL BRANCHES OF EXPORT TRADE WORK

The following pages illustrate a few of the services enumerated.

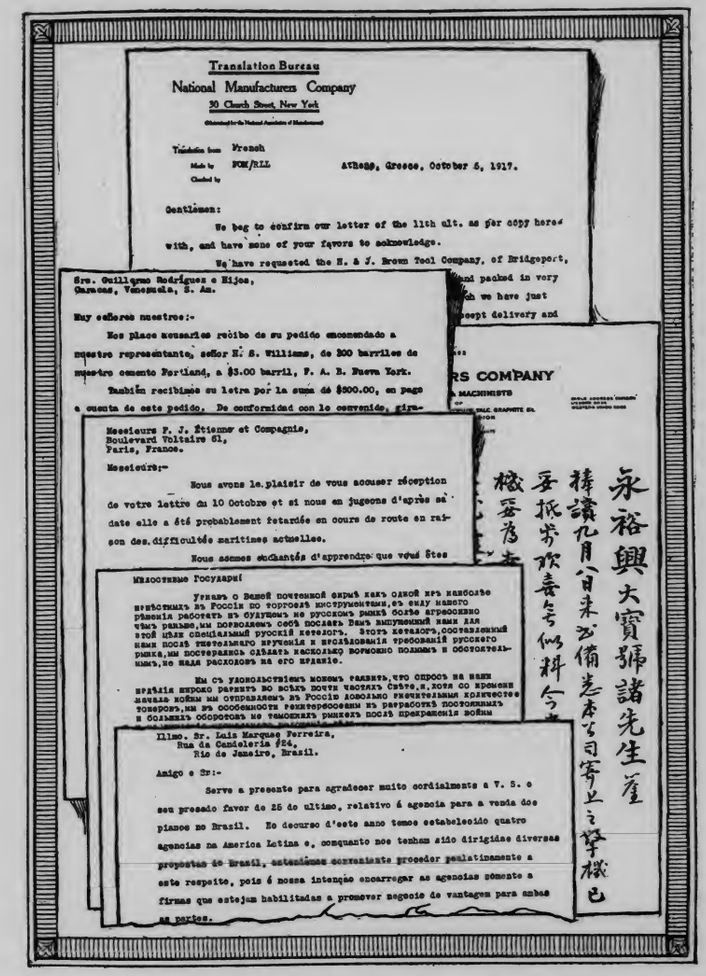
NATIONAL ASSOCIATION OF MANUFACTURERS
30 Church Street, New York



SPECIAL REPORTS FOR THE INDIVIDUAL MANUFACTURER



RATED AND OTHER LISTS OF FOREIGN BUSINESS HOUSES



Translation Bureau
National Manufacturers Company
30 Church Street, New York

Athens, Greece, October 5, 1917.

Gentlemen:

We beg to confirm our letter of the 11th ult. as per copy herewith, and have none of your favors to acknowledge.

Sres. Guillermo Rodriguez e Hijos,
Caracas, Venezuela, S. Am.

Muy señores nuestros:-

Nos place acusarles recibo de su pedido encomendado a nuestro representante, señor H. S. Williams, de 300 barriles de nuestro cemento Portland, a $3.00 barril, F. A. B. Nueva York.

Messieurs F. J. Étienne et Compagnie,
Boulevard Voltaire 61,
Paris, France.

Messieurs:-

Nous avons le plaisir de vous accuser réception de votre lettre du 10 Octobre et si nous en jugeons d'après sa date elle a été probablement retardée en cours de route en raison des difficultés maritimes actuelles.

Nous sommes enchantés d'apprendre que vous êtes

Милостивые Государи!

Уведав о Вашей почтенной фирмѣ какъ одной изъ наиболѣе

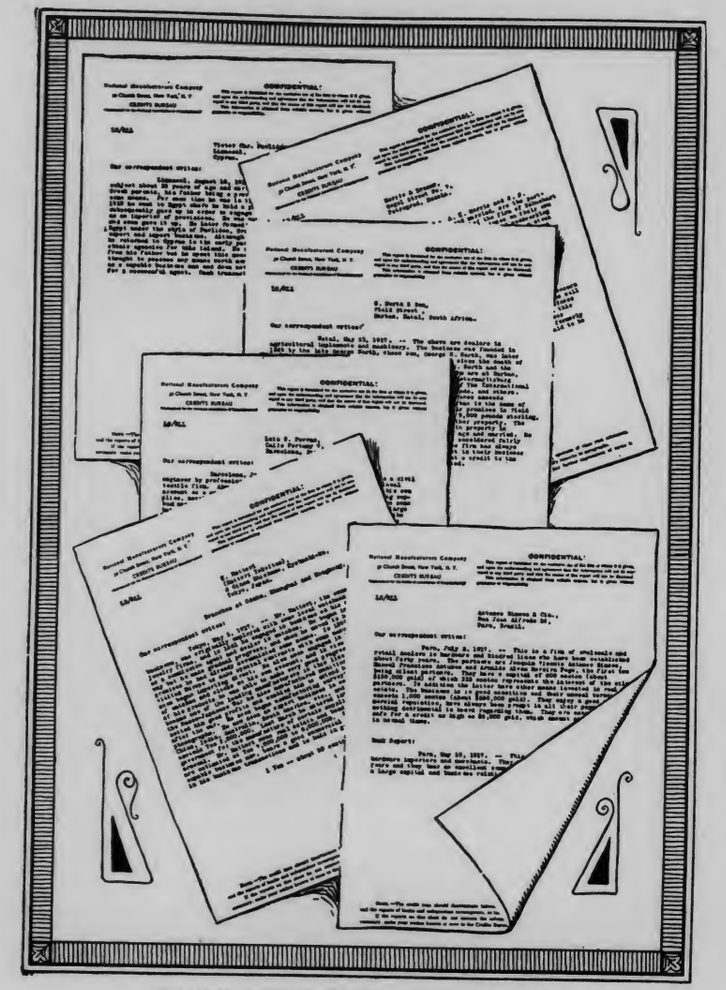
Ilmo. Sr. Luiz Marques Ferreira,
Rua da Candelaria #24,
Rio de Janeiro, Brazil.

Amigo e Sr:-

Serve a presente para agradecer muito cordialmente a V. S. o seu prezado favor de 25 de ultimo, relativo á agencia para a venda dos pianos no Brazil. No decurso d'este anno temos estabelecido quatro agencias na America Latina e, comquanto nos tenham sido dirigidas diversas propostas de Brazil, estamos ainda procedendo gradatamente a este respeito, pois é nossa intenção encarregar as agencias sómente a firmas que estejam habilitadas a promover negocio de vantagem para ambas as partes.

永裕興大寶號諸先生座
接讀九月一日來函備悉本公司等上之擎機已
妥抵步歡喜奇似料今

TRANSLATIONS FROM AND INTO EVERY LANGUAGE



RELIABLE CREDIT REPORTS ON FIRMS ABROAD

Jewelry of all kinds, silverware, earrings, watches, etc. A dealer and agent who states he has been established many years wishes to hear from manufacturers. Correspondence in Spanish.
Juan Montilla, Cuesta de Santo Domingo 4, Madrid, Spain.

Wood and metal furniture, sewing machines, typewriters and supplies, office files and office supplies in general, bicycles, motorcycles, cash registers, cutlery, farm tools, carpenters' tools and novelties. A firm of wholesale dealers wish to hear from manufacturers. Correspondence in Portuguese.
J. L. d'Almeida & Filho, Moriagem, Portugal.

*Printing machinery, type and printers' supplies in general. Prominent and old established firm of printers ask to be put in touch with manufacturers of foregoing. Correspondence in Spanish.
Serra Hermanos y Russell, Rda. Universidad 6, Barcelona, Spain.

SWITZERLAND.

*Shoe findings. A dealer having a large custom trade wishes to hear from manufacturers of shoe nails, shoe tips and protectors, boot and shoe laces, rubber heels

AFRICA.

Automobiles. The agent of a French car wishes to handle a 4-cylinder American automobile. Correspondence in French.
F. Ducroquet, 6 Rue de Constantine, Tunis, Tunis.

Toilet articles and fancy goods are of interest to a dealer and agent.
"Magasin Anglais," 4 Avenue de Carthage, Tunis, Tunis.

Caustic soda 70-72° packed in iron cylinders of about 320 kilos each, gas motors, mineral oils, aniline dyes, calcium carbide and chemicals in general. A long established importer and manufacturer is interested in these materials. Correspondence in French.
Isaac de A. Cohen, Sfax, Tunis.

Automobiles for Morocco. The inquirers desire to secure an automobile suitable for that market, cost not to exceed 5,000 to 15,000 francs per car c. i. f. Moroccan port. If conditions are suitable they would be prepared to buy two automobiles outright in order to make the car known in that market.
Pinto Hermanos, Tangier, Morocco.

Biscuits, confectionery and similar goods for the Union

National Association of Manufacturers
Confidential Bulletin
Foreign Trade Opportunities
FOR MEMBERS ONLY

PROTECT YOURSELVES

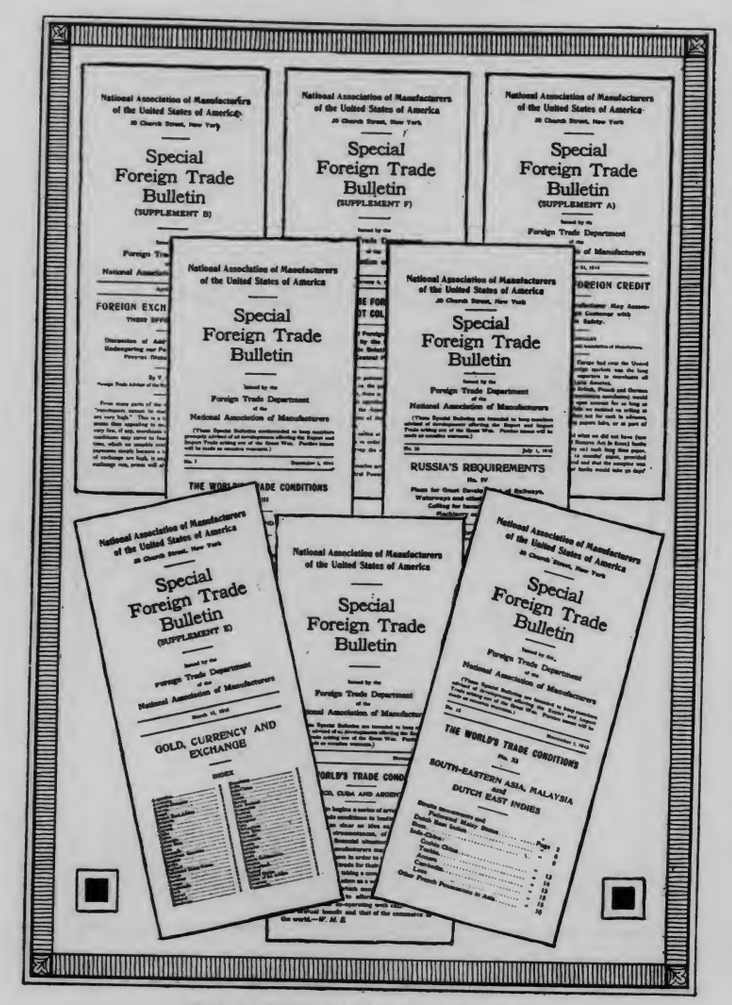
TRADE MARK REGISTRATION

WAR "C. I. F." TERMS

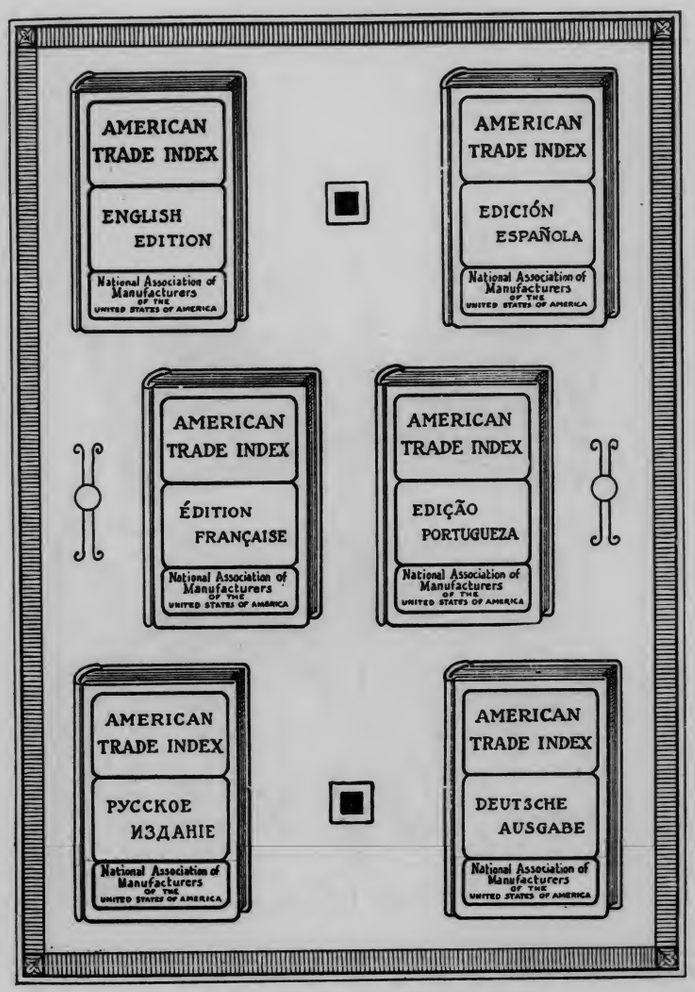
PROCLAMATION ON TREASON STAND BY "OLD GLORY"

IF YOUR WORKS MANAGER

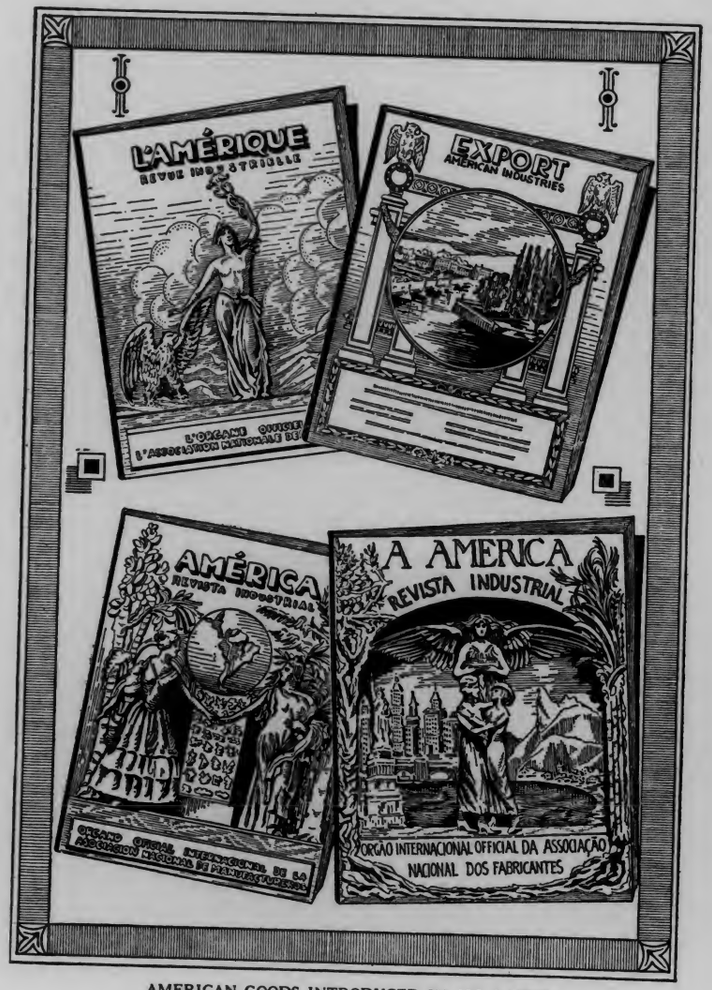
FOREIGN INQUIRIES FOR AMERICAN GOODS



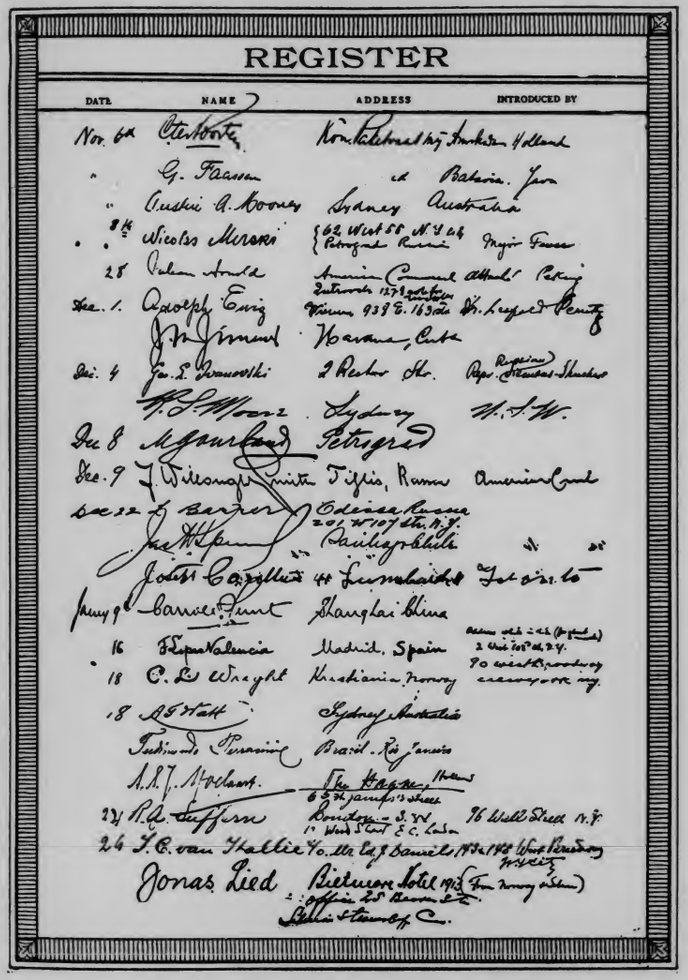
TRADE CONDITIONS IN ALL COUNTRIES



RELIABLE GUIDE FOR THE FOREIGN BUYER



AMERICAN GOODS INTRODUCED IN ALL LANDS



REGISTER

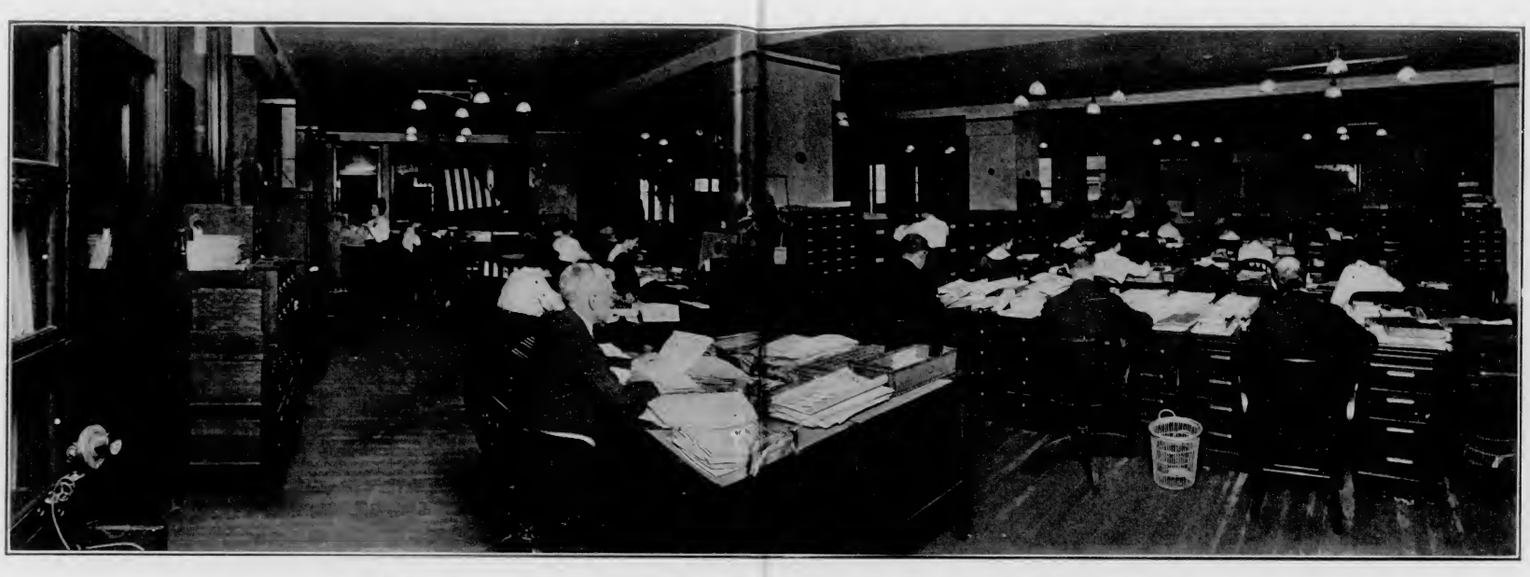
DATE	NAME	ADDRESS	INTRODUCED BY
Nov. 6th	Otto Norte	Koninklijkheid Mij Amsterdam Holland	
"	G. Faasen	" Bataria. Java	
"	Andrew A. Mooney	Sydney Australia	
8th	Nicolas Murski	62 West 58 N.Y. 24 Petrograd Russia	Major Fraser
28	Palen Arnold	American Consul Antwerp 127 Rue Van Eyck Brussels 938 E. 163rd	Attaché Peking
Dec. 1.	Adolph Ewig		Dr. Legard Penang
	J. M. Jimenez	Havana, Cuba	
Dec. 4	Geo. S. Iranovski	2 Rector St.	Repr. Russian Steamship Shuster
	W. S. Moore	Sydney	W. S. W.
Dec 8	M. Gourland	Petrograd	
Dec. 9	J. Wilsonogh Smith	Tiflis, Russia	American Consul
Dec 22	J. Barger	Odessa Russia 201 W 107th St. N.Y.	
	Jas. H. Spence	Philadelphia	" "
	Joost Cazellis	44 Lennebaidt	Feb 21. 16
Jany 9	Samuel Grant	Shanghai China	
16	B. Lopez Valencia	Madrid, Spain	2 West 105th St. N.Y.
18	C. L. Wright	Kristiania, Norway	90 West Broadway New York City
18	A. S. Watt	Sydney Australia	
	Tudinando Ferreira	Brazil - Rio Janeiro	
	A. R. J. Mulaart	The Hague, Holland	
24	R. A. Seffern	6 St. Pancras Street London - S.W. 1 West Street E.C. London	76 Wall Street N.Y.
24	J. C. van Hallie	Co. Ltd. Bancroft 193 & 195 West Broadway N.Y. City	
	Jonas Lied	Pictures Hotel 1915 (From Norway & Sweden) Office Lot Bergen Co. Lillie & Steamship Co.	

N. A. M. OFFICES THE MECCA OF THE BUSINESS WORLD

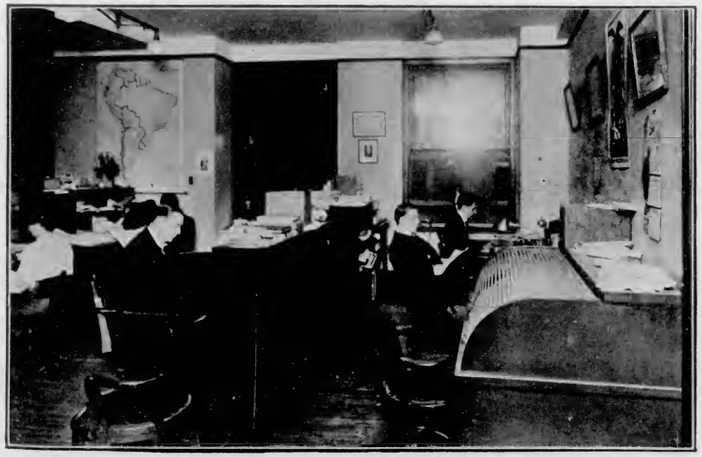
WHERE THE WORK IS DONE

Views in the Offices of the Foreign Trade Department
and Export American Industries

30 Church Street
New York City



A VIEW IN THE FOREIGN TRADE DEPARTMENT OF THE NATIONAL ASSOCIATION OF MANUFACTURERS



VIEWS IN THE OFFICES OF EXPORT AMERICAN INDUSTRIES, INTERNATIONAL ORGAN OF THE N. A. M.

A PART OF THE REFERENCE LIBRARY OF THE N. A. M.

Location of the Foreign Correspondents
of the
NATIONAL ASSOCIATION of MANUFACTURERS
of the United States of America

Every red dot represents a correspondent.
Over 2400 correspondents were at the service of the Association
at the outbreak of the Great War.

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THE FOREIGN TRADE CLUB

Date Due

Jan. 5
Feb. 2

140 N21 cop. 1

National assoc. of manufacturers of the U. S. of America. Foreign trade dept.

An export order

JUN 11 1928 AUG 10 1928

DEC 22 1932 DEC 23 1932

Jan. 5

JAN 26 1937 MAR 1 3 1937

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